

Handbook How to produce a podcast

All Inclusive
The Podcast for everyone



Co-funded by
the European Union



Introduction

This handbook teaches you how to produce a podcast.

The handbook is written using the easy to read and to understand language.

The handbook is composed of 8 modules.

Each module is about a different topic.



Reading this handbook you will learn about:

- What is a podcast;
- How to design your podcast;
- How to produce a podcast technically;
- How to present a podcast;
- How to promote it;
- How to check if you are doing well;
- Important legal things you need to know when creating podcasts;
- Main features of a barrier free podcast.

1. What is a podcast



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1. What is a podcast

A podcast is a programme that you can listen to, like a radio show.



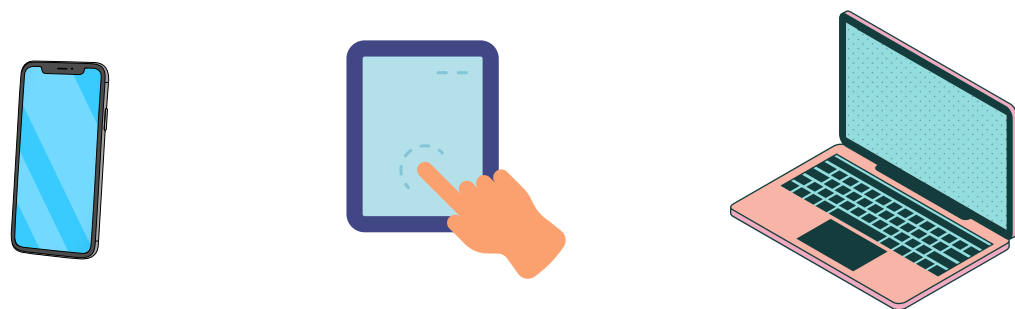
But you can listen to a podcast anytime you want.

A podcast has episodes.

Episodes are like short parts of a TV series.

You can listen to a podcast on your phone, computer, or tablet.

You use apps like Spotify, YouTube, or Apple Podcasts.



Podcasts can be about anything. For example:

- News and what is happening in the world.
- Stories about crimes.
- Sports, like soccer or hockey.
- Personal stories from people's lives.
- Funny or entertaining topics.

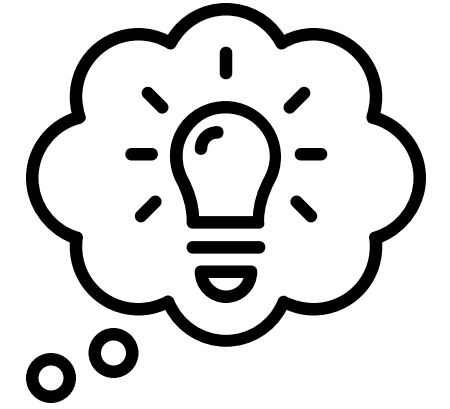
Podcasts are special because you choose when to listen.

Many podcasts are free.

You can use podcasts to learn or to relax.



2. Concept, episode and script design for your podcast



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2. Concept, episode and script design for your podcast

2.1 Podcast formats

There are many types of podcasts. Here are some ideas:

- **Solo Podcast:**

One person talks about a topic.



Example: A person talks about their day or gives advice.

- **Interview Podcast:**

The host talks to a guest. They ask questions and share ideas.



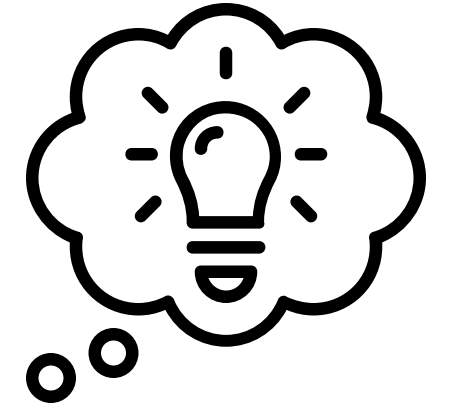
Example: A host talks to a person with a disability about their life.

- **Group Podcast (Panel Discussion):**

A small group talks about a topic.



Example: A group talks about how to make life better for everyone.



- **Story Podcast:**

The host tells a story.



Example: A story about someone's life or a crime case.

- **Teaching Podcast:**

The host teaches something.



Example: A podcast that explains history or science.

**You have to choose the format for your podcast
by thinking about the following:**

- **What you want to talk about and how.**

Example: You want to speak alone or you want to have guests,
you want to tell stories or you want to teach something).

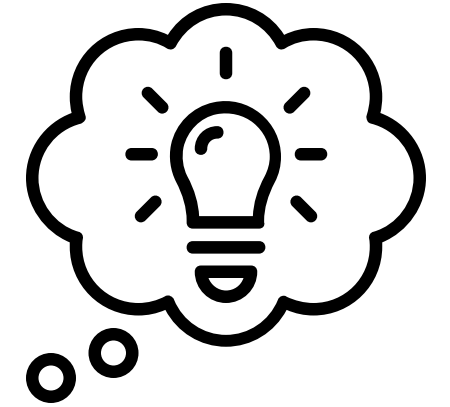
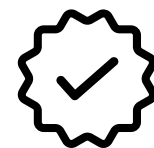


- **Who your listeners are.**

You can do some research about podcasts
that are similar to the one you want to do.



But remember that your podcast has to be different from the others!



2. Concept, episode and script design for your podcast

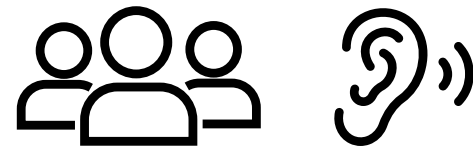
2.2 How to create the concept for your podcast

Let us plan your podcast.

First, you have to **think about the people who will listen to your podcast.**

Who are they?

What do they like?



You have to **make your podcast interesting** for them so that more people will listen to it.



Next, **choose a topic.**



What will you talk about? Some ideas are:

- Stories about people with disabilities.
- Tips for making life better for everyone.
- Leisure topics like music, sports, or movies.



Think about the duration: should it be

- Short (for example 15 minutes),
- Medium length (30 minutes),
- or long (1 hour).



Keep your episodes short.

Many people like episodes that are **10–15 minutes** long.



You have to decide if your podcast will be in **live streaming** or if it will be **recorded**. **[● REC]**



You have to decide if your podcast will be an **audio podcast** or a **video podcast**.

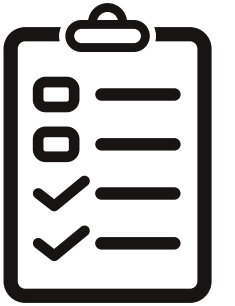


Now, think about what you want your podcast to do.

- Do you want to make people laugh?
- Do you want to teach them something new?



Finally, write your idea down.



- **Give your podcast a name.**

It should be short and meaningful.

For example: Our podcast is called “Simply Mix”.

- **Write what it is about.**

- **Write who will listen to it.**



We highly recommend using ChatGPT to write your podcast idea.



It really works and makes writing easier and better!

2. Concept, episode and script design for your podcast

2.3 Podcast series and episode design

A podcast series has many episodes.

Each episode talks about one topic.

Make a list of topics you would like to address in your series.



For example:

- Episode 1: How to help people with disabilities.
- Episode 2: Tips for making schools better for everyone.

Each episode has 3 parts:

1 **Introduction:** Say hello.

Tell the listeners what the episode is about.

Example: “Hi! Today, we will talk about helping people with disabilities.”



2 **Main Part:**

Talk about the topic.

Share stories, ideas, or facts.

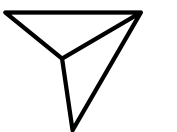


3 **Closing:**

Thank the listeners.

Ask them to share your podcast/follow your channel.

Example: “Thank you for listening! Please share this podcast with your friends.”



2. Concept, episode and script design for your podcast

2.4 Research Work

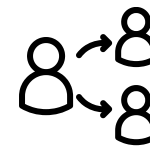
You need information before making your podcast.

You can:

- Read books or websites.



- Talk to people who know about the topic.



Then you have to write down the most important ideas.



You have to check that the information is correct.



You have to use easy words.



You have to use short and simple sentences.

These things will make your podcast simple and easy to follow.



2. Concept, episode and script design for your podcast

2.5 Guide to content creation - The Script

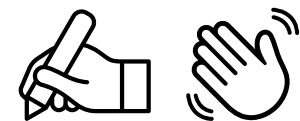
A script is like a guide for your podcast.

It helps you know what to say.

Here is how to make a script:

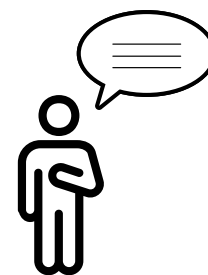
- **Introduzione:**

Write a greeting.



Introduce yourself and your program by name.

Say what the episode is about in as few words as possible:



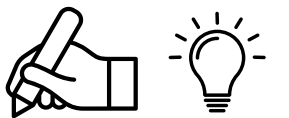
tell the context but do not say too much.

Example: “Hi! Welcome to Simply Mixed. Today, we will talk about sports. And we will also talk about people with disabilities in sports.”



- **Main Points:**

1 **Write 3 or 4 ideas** you want to talk about.



2 **Use short sentences.**

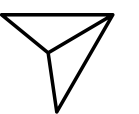
Example: “Some people think sports are only for strong people. This is not true. Everyone can play sports.”

- **Closing:**

Shortly sum up your program and conclude on a fact.

Thank the listeners.

Ask them to share your podcast.



Example: “Thank you for listening! Don’t forget to share this episode with your friends.”

Some tips for writing your script:

- **Use words that are in everyday use and easy** for most people. Difficult words should be explained.



- If you use any acronyms make sure you explain them at the beginning for the listener.

An example of an acronym is ICT.

ICT means Internet and Computer Technologies.

- **Sentences should be kept short:**

a sentence should never be longer than the number of words we can easily carry on a breath.

- **Use independent clauses:** they are phrases with a complete thought that do not depend on other phrases to make sense.

An example of an independent clause is:

Cats like to sleep a lot.



She likes to listen to music while she studies.

- **Use descriptive words** when possible.

Descriptive words are words that describe.

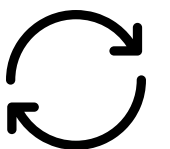
Descriptive words help the listener to imagine what you are saying.

Examples of descriptive words are:

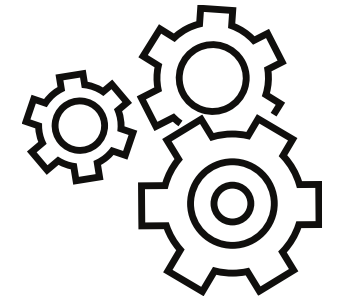
beautiful, angrily, boring.

- **The listener must get the message immediately and clearly:**

We can help him to do this by saying things again in a different way.



3. Technical skills for podcasting



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3. Technical skills for podcasting

Let us talk about the technical side of podcasting.

We will show you the basic tools you need to start a podcast.

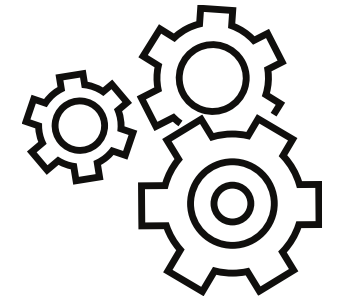
We will also help you create your own mini studio with only 500 euros.

You do not need to spend a lot of money to make a good podcast.

You only need the right equipment.

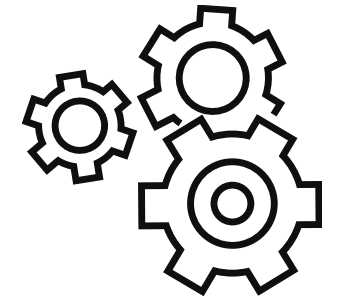
Now, let's look at the important tools that will make your podcast sound and look professional for a low price.

First, think about the tools you will need to make your podcast sound good.



3. Technical skills for podcasting

3.1 Basic tools for a recording studio



Here is a list of the basic equipment you need

for recording a podcast:

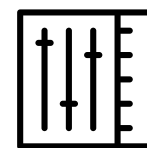
- **Computer or Notebook:**

You need a computer to record, edit, and save your podcast.



- **Audio Interface:**

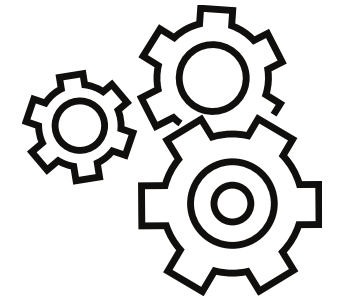
This connects your microphone to the computer to make the sound better.



- **Microphones:**

You will need at least one microphone.

Two microphones are better if you have guests or more hosts.



- **Headphones:**

Good headphones help you hear your recording clearly.

Each person should have their own pair.



- **High-definition camera**

(if you are going to produce a video podcast):

The best would be a camera with a 4k resolution.



- **Lights** (if you are going to produce a video podcast):

Proper lighting can make a significant difference

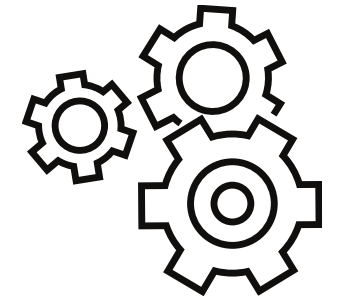
in the visual appeal of your video podcast.



- **Recording and Editing Software:**

This software helps you record and edit your podcast.

A good one to start with is Audacity. Audacity is free.



- **Microphone Arm or Stand:**

These hold the microphone in place while you record.

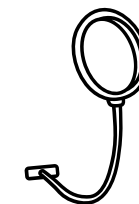
You will need one for each microphone.



- **Pop Filter:**

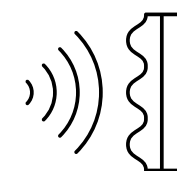
A pop filter stops loud “P” and “B” sounds that make your podcast harder to listen to.

You will need one for each person speaking.



- **Desktop Absorber:**

This helps reduce unwanted sounds from your desk.



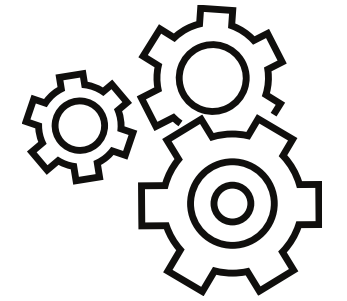
3. Technical skills for podcasting

3.2 Platforms for recording and dissemination

You can use these platforms to record and share your podcast:

Recording and Live Streaming:

- **Zencastr**: Good for recording podcasts with people far away.
- **Riverside.fm**: Great for high-quality audio and video recordings.
- **Cleanfeed**: Ideal for professional audio recording online.
- **OBS Studio**: Free tool for streaming and recording.



Sharing Your Podcast:

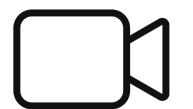
• **For Podcasts:**

Share your podcast on Spotify, Apple Podcasts, or Podbean.



• **For Videos:**

If you make video podcasts, use YouTube, Vimeo, or Twitch (for live streams).



3. Technical skills for podcasting

3.3 Technical tips: filming, editing, publishing

Now, let us see how to record, film, edit, share your podcast and more.

Voice and Microphone

Recording voice with your microphone:

- **Microphone Setup:**

Keep the microphone about 10-15 cm

(the length of your hand) from your mouth.

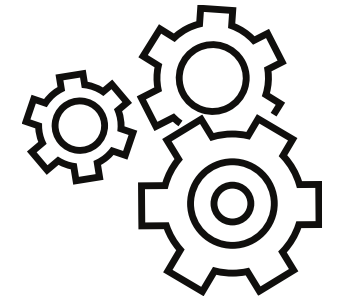
This makes your voice clear.

Speak straight into the microphone, holding your head still.

Have your script where you can see it fully

without having to move your position.

Use your headphones so you can hear what you are recording.



Remember that microphones are very sensitive, so you have to avoid making noises like tapping or fiddling with your pen while recording.

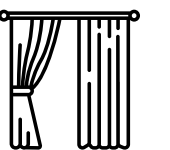
- **Pop Filter:**

Use a pop filter to stop loud “P” and “B” sounds.



- **Room Choice:**

Record in a small room with carpets or curtains to help make the sound clearer.

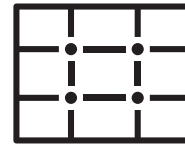


Big empty rooms can cause echo and bad sound.

Filming

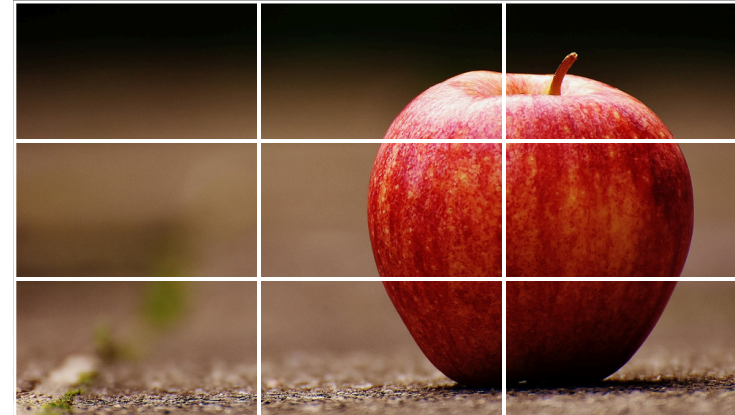
- **Framing:**

Compose your shots following the **rule of thirds** and balancing elements within the frame.



The rule of thirds means that you have to imagine putting a 3×3 grid on your frame.

The important elements within your frame should be placed along the grid lines and intersection points (see the image).

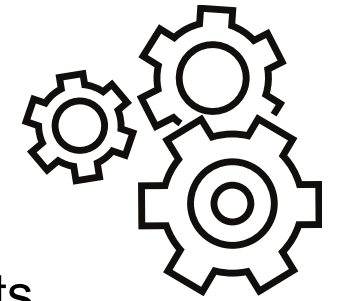


Some cameras also have a built-in guide for the rule of thirds composition, if you choose this option, you will see the grid directly on the camera display.

- **Camera stability:**



Use a tripod or stabilizer to keep your shots steady and professional-looking.

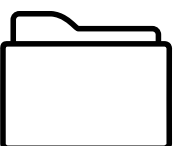


- **B-roll footage:**

You may include supplementary shots to enrich your storytelling and keep the audience engaged.

They are shots that don't include the principal subjects interacting with each other or talking into the camera.

They can come from stock footage, archival footage or photos.



Editing your audio

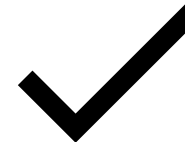
- **Use Simple Software as Audacity.**

Audacity is a free and easy software to edit your podcast.



- **Fix Mistakes.**

Cut out mistakes, silence, or background noise.



- **Add Music.**

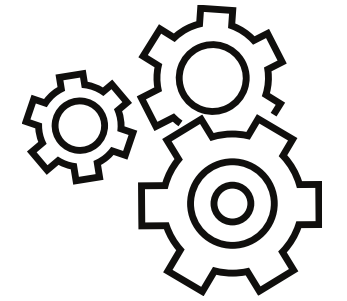
You can add background music or sound effects to make your podcast more fun.



Editing your video

- **Software options:**

Explore video editing software like Adobe Premiere Pro, Final Cut Pro, or free options like DaVinci Resolve.



- **Editing basics:** trim unnecessary footage, add transitions, overlays and music to enhance your video's visual appeal.



- **Attention to details:**

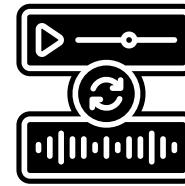
Pay attention to color correction, audio levels, and visual effects to create a polished product.



Audio syncing

Ensure audio and video are in sync during post-production for a seamless viewing experience.

Audio and video in sync means that they happen together, at the same time and speed.



More Tips

- **Consistent schedule**

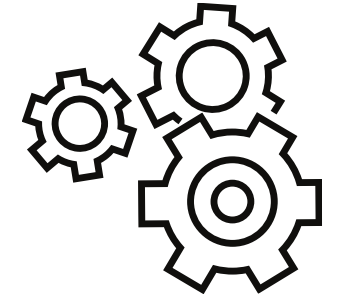
You should plan to publish your episodes with regularity if you want to have followers for your podcast.

For example every Saturday at 12 or every month on the 25th.



- **Test Before Recording**

Always do a test recording to make sure your microphone and settings are right.



- **Create Backups**

Save your recordings on cloud storage like Google Drive or Dropbox.

This helps you keep your work safe.



- **Monitor Audio Quality**

Use headphones while recording.

This helps you hear any issues, like background noise, and fix them right away.



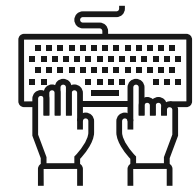
Publish Your Podcast

Once you finish your podcast,
upload it to places like Spotify or Apple Podcasts
so people can listen and/or watch.

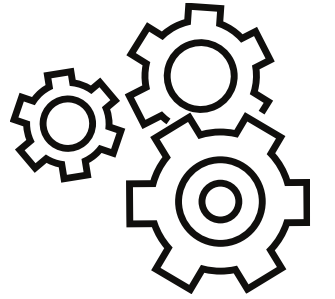


Optimize your metadata:

when you write the titles and descriptions of your episodes,
you have to use keywords and tags.



If you do this, people will find your episodes
more easily when doing research.



4. Investments for your podcast production



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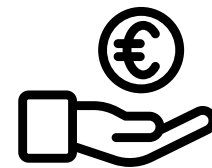
4. Investments for your podcast production

Starting a podcast is super fun!

If you want to share your ideas, tell cool stories, or talk to people, **you need the right equipment.**



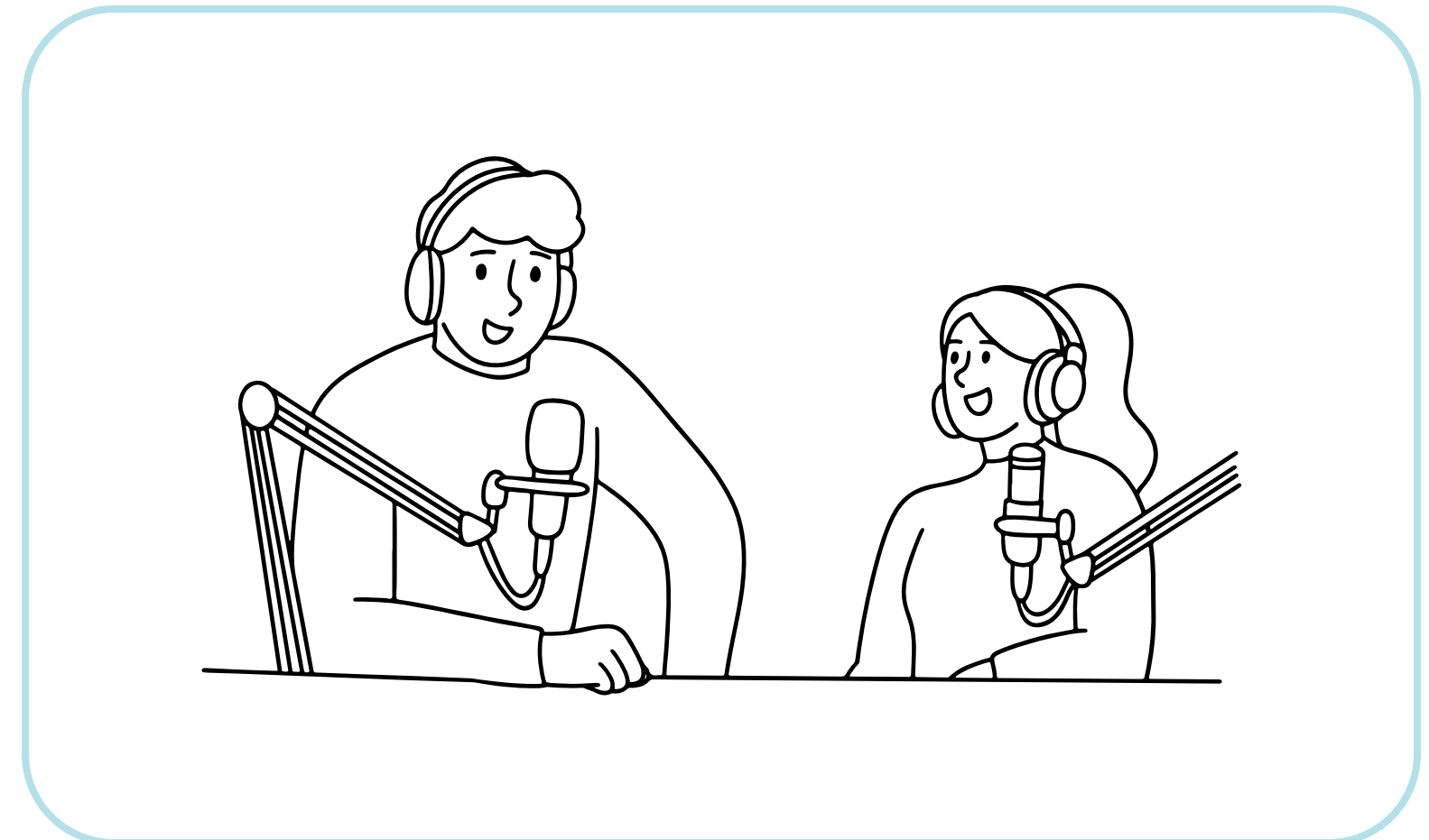
In this chapter, we will show you what you can get with **€ 500** to start your podcast.



We will also tell you about other things you can buy later if you have more money.



Plus, we will help you to build your **very own podcast space at home!**



4. Investments for your podcast production

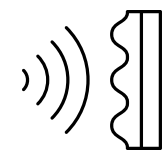
4.1 Must-have equipment (around € 500)

Here is a list of the basic tools you need to start your podcast.

These are the must-have items that will help you sound great.

Acoustic Absorber around € 17 - 59

You can use these foam panels to make your room sound better by reducing echoes. Here are some options:



- **EQ Acoustics Classic Wedge 30 Tile Blue** (Germany)
around € 59 [Store Link](#)
- **12 Pack- 2 x 12 x 12 Acoustic Foam Panels** (Czech Republic)
around € 17 [Store Link](#)
- **PROWAVES Simple 30x30 (12 panels)** (Italy)
around € 55 [Store Link](#)



Headphones 3x around € 75 - 81

You need headphones to hear yourself while recording. Here are some good choices:



- **Superlux HD-681** (Germany)
around € 75 [Store Link](#)
- **SUPERLUX HD681 + audio cable** (Czech Republic)
around € 78 [Store Link](#)
- **Behringer BH470** (Italy)
around € 81 [Store Link](#)

Microphone stand 2x around € 50 - 52

A microphone stand holds your microphone in place while you record. Here are a couple of options:



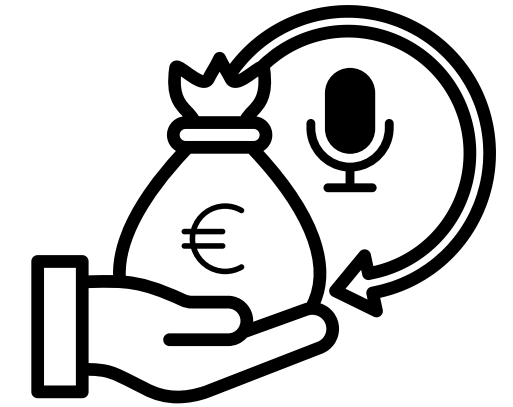
- **Millenium DS100 Tischstativ** (Germany) - around € 52 [Store Link](#)
- **Millenium DS100 Tischstativ** (Czech Republic)
around € 52 [Store Link](#)
- **SOUNDSATION ST-50M ST-50M** (Italy) - around € 50 [Store Link](#)

Microphone around € 158 - 338

A good microphone is super important for clear and professional sound. Here are some options:

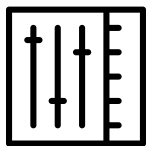


- **Shure MV7X** (Germany) - around € 338 [Store Link](#)
- **Shure MV7X** (Czech Republic) - around € 335 [Store Link](#)
- **Behringer B-1 Dark Edition** (Italy) - around € 158 [Store Link](#)



Audio Interface around € 55 - 69

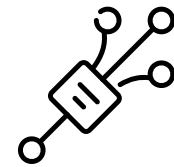
The audio interface connects your microphone to your computer. Here are a few options:



- **Focusrite Vocaster Two** (Germany)
around € 69 [Store Link](#)
- **Focusrite Vocaster Two** (Czech Republic)
around € 70 [Store Link](#)
- **M-Audio M-Track Duo** (Italy)
around € 55 [Store Link](#)

Headphone Splitter around € 55 - 69

The headphone splitter lets two people hear the sound at the same time. Here are a few options:



- **Seetronic MP3-2PM Adapter 6,35 2x 6,35 (Germany)**

around € 4 [Store Link](#)

- **Seetronic MP3-2PM Adapter 6,35 2x 6,35 (Czech Republic)**

around € 4 [Store Link](#)

- **PROEL AT170 (Italy)**

around € 1,00 [Store Link](#)

Total estimated cost for

Must-have equipment around € 355 - 668



4. Investments for your podcast production

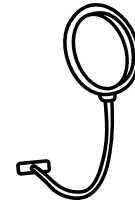
4.2 Nice to have (if you can spend more)

If you have some extra money, here are a few things that can help make your podcast even better:

All items can easily be found in Amazon.com

Pop Filter

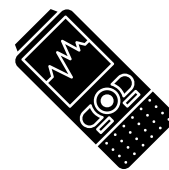
A pop filter helps reduce "P" and "B" sounds (like "pop" and "boom" sounds) that can cause distortion in your recordings.



ARISEN Mikrofon-Pop-Filter - around € 19 [Amazon Link](#)

Portable Recorder

A portable recorder allows you to record high-quality audio on the go, perfect for interviews outside your studio.

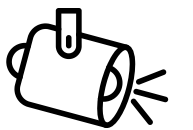


TASCAM DR-40X 4 - around € 179 [Amazon Link](#)



Studio Lighting

If you plan to record video podcasts, good lighting improves your visual quality and makes your content more professional.



NEEWER Basic LED-Video-Light-Panel

- around €100 [Amazon Link](#)

4. Investments for your podcast production

4.3 Do It Yourself: build your own podcast studio

You do not need an expensive studio to start your podcast!

Here is how to set up your own space at home:

1 Pick a quiet room

Find a quiet space where you can not be interrupted.

It does not need to be big, just a place where you can focus.



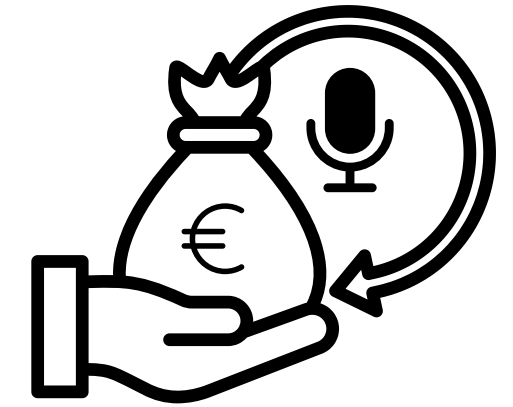
2 Reduce echoes

Use things like pillows, blankets, or curtains to stop echo in the room.

This helps your voice sound clearer.

3 Set up your gear

Place your microphone on its stand, connect it to your audio interface, and put on your headphones to check the sound.



4 Use free software

You do not need to spend money on software.

Audacity is a free program that is easy to use for recording and editing your podcast.

Want to see how to set up your studio?

Check out [this video tutorial](#) for a simple guide!

5. Public speaking and presenting skills



All Inclusive
The Podcast for everyone



5. Public speaking and presenting skills

5.1 Tips for a better performance

Now, let us see how to present.

Presenting skills are very important to create a relationship with the audience and to communicate clearly.

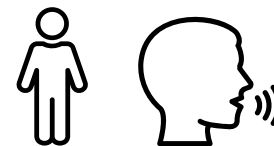
Below there are some tips to improve your presentation skills:

- **Sit in a comfortable position.**

You can also choose to stand up.

If you stand up, your voice will be more powerful.

- **Remember to keep your hands away from the face when speaking.**



- **Read aloud what you are going to say before you record.**

You can practice speaking in front of a mirror.

Repeat several times the words that you find hard to pronounce.

You can check if you are pronouncing them well using Google translate.



- **Be clear and friendly.**

You should speak as you are talking with somebody.

You should try to avoid regional accents and jargon.

To do this, you can try to make a short pause after each word you say.



- **You should use only simple terms,**

terms from everyday life, that all the people should know.

You should avoid any abbreviation: say out each word clearly.

You should use short phrases.



- **Speak kindly and use nice words.**



- **You can underline the importance of some words using your tone of voice.**



- **Speak slowly, clearly and out loud.**

Alternate your speech with breathing pauses.

Avoid long silences.

- **You can listen to experienced podcasters**

in order to learn from them.



5. Public speaking and presenting skills

5.2 Practical exercises

Public speaking is a communication skill.

It can be studied and improved.



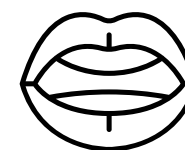
Public speaking involves proper communication skills, body language and tips to talk more persuasively.

What makes a good speech is not what you say, but how you say it and, most of all, how you behave while talking.



You can watch a few minutes of a Ted Talk to have an example of good public speaking.

You can make some exercises to improve your public speaking skills: exercises for breathing and exercises to improve pronunciation.



Exercises for breathing you can do on your own

Breathing



Sit in a comfortable, welcoming space.

You should feel your back straight and your shoulders relaxed.

You should close your eyes to concentrate on yourself.

Concentrate on listening to your breathing as it is naturally.

You can listen to the sound of your breathing,

or the heat and cold in your nostrils,

or even your chest expanding in the inhalation

and relaxing in the exhalation.



Doing this makes you

feel your body and your emotions.

Keep on doing this exercise for a few minutes

or even many, as you prefer.



Diaphragmatic Breathing



The **diaphragm** is a muscle between the lungs and the belly.

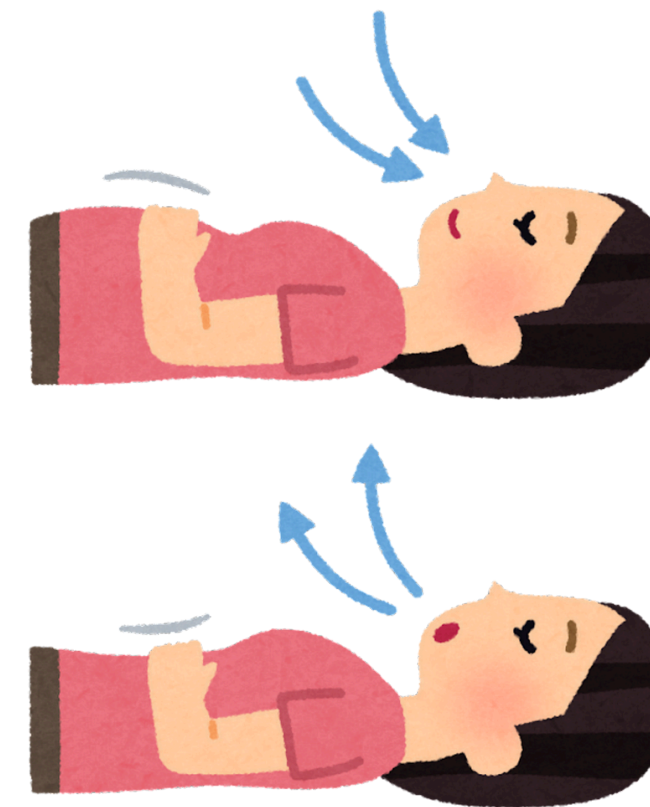
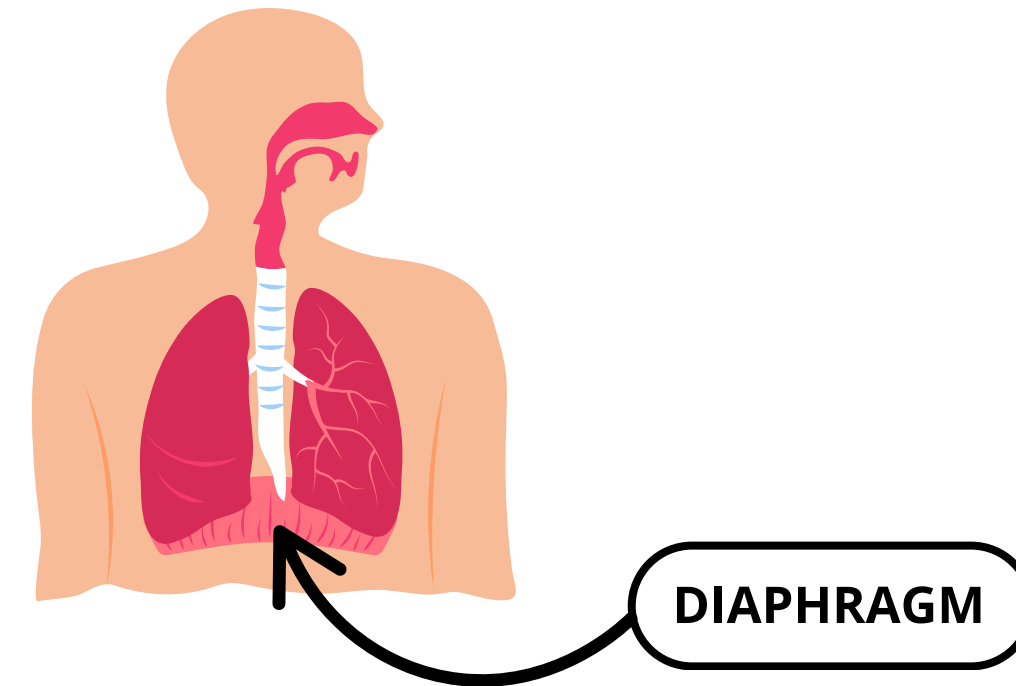
Practicing diaphragmatic breathing makes your voice deeper.

You have to lie comfortably, place one hand on your chest and the other on your stomach.

Take the air in your body through your nose, allowing your stomach to expand rather than your chest.

Blow the air out slowly through your mouth, contracting your abdominals slightly.

Repeat for 5-10 minutes a day.

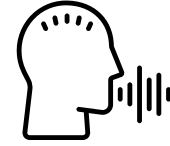


Airflow Control



You have to speak long sentences without taking a breath.

When you do this, you have to control the airflow
modulating your voice.



Exercises to improve pronunciation you can do on your own

Vocal Warm Up: Lip trills

Place your lips loosely together and release air
in a steady stream to create a trill or raspberry sound.

First try it on an “h” sound.

Then repeat on a “b” sound.



Hold the sound steady and
keep the air moving past the lips.

Next try to repeat the b-trill going
slowly up and down the scales.

Do only what is comfortable for you.



Warm Up: Tongue trill



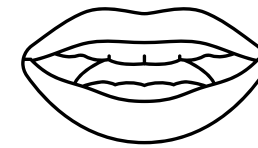
Lightly place your tongue tip behind your upper teeth.

Throughout the air while vibrating your tongue tip in a trill.

Hold the sound steady.

Now try to vary the pitch up and down the scale while trilling.

Do only what is comfortable for you.



Thirty Seconds Without Fillers

You have to talk for thirty seconds on any subject, making sure to leave out the filler words.



Filler words are umh, ok, well, I mean and similar words.

If an 'umh...' comes up, you have to restart.

One Minute to improvise

You have to set a timer on your phone for one minute.

You have to choose a topic you like.

You have to record yourself giving an impromptu speech on that topic.

You cannot prepare for it.

This exercise will make you more comfortable in improvising.

It helps to be less anxious

when you do not know what to say.



Some last tips

- **Maintain good posture:**

if you stand/sit tall, with shoulders back and heads held high, you communicate strength and assurance.

This posture also facilitates better breath support and vocal projection.

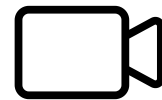
These are very important aspects of public speaking.



- **Maintain eye contact with your audience:**

You should look straight into the camera.

If it seems that you are looking at your audience, they will feel connected with you.



- **Use Gestures and Facial Expressions**

Gestures and facial expressions can help to reinforce what you are saying with the voice.

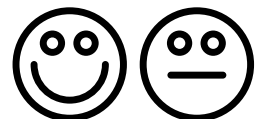
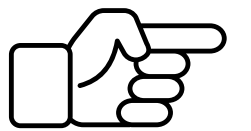
You can use hand gestures to emphasize key points and illustrate concepts.

Using hand gestures adds dynamism to the presentation and keeps the audience engaged.

Facial expressions communicate emotions and sincerity.

Let the audience have a clear

understanding of your emotions as you speak.



5. Public speaking and presenting skills

5.3 Guest Management and Moderation Skills

If you interview a guest during your podcast, it will be more interesting.

If you invite guests more people will listen to your podcast.

This is because the guest will tell their personal stories and points of view.

Diverse stories or he/she will have a different point of view.

1 Choose your guest



You should choose your guests according to the theme and topic you are going to discuss in your podcast.

Your guests should be people who are experts in that topic or theme.

You can do research on the internet to find experts on the topic you like.

It is better if the experts live in your city or in the cities nearby.

If you want them to come to your recording studio.

If your interview will be online, your guest can come from anywhere.

You have to invite them to your podcast.

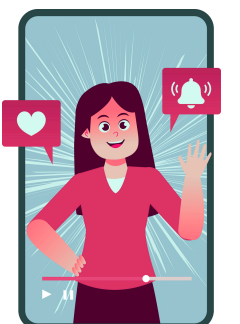
You can phone them or send them an email

or you can write them a message on social media.

When you choose your guest,

it is a good idea to look for **influencers**.

Influencers are people with a lot of followers on social media.

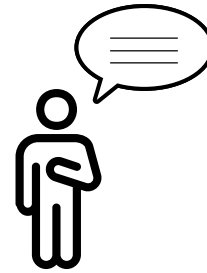


2 Invite your guest

You have to tell the guest why you are inviting him or her.

You have to change your way of talking or to write

accordingly to your guest.



For example, if he or she is a politician you have to be more formal.

If he or she is a young fashion influencer, you can be more friendly.

You have to explain to your guest why

his or her participation is important.

You have to explain also about your podcast and its format.



3 Prepare your guest

When your guest accepts to be interviewed

during your podcast,

you have to give him/her **detailed information**

about your podcast, your audience and some

guidelines for participation.

If the interview is going to happen online,

you may offer support with any technical setup

or software needed for the on-line interview.



It is important that you talk a bit with your guest before the recording of your episode.

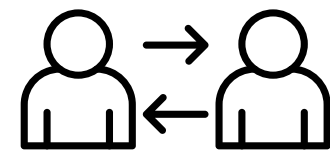


This is called a **pre-interview briefing**.

You can do a pre-interview briefing through a phone or video call or you can do that personally before starting the recording of your episode.



The pre-interview briefing is important to build a personal relationship with your guest.



You can start with a warm greeting and welcome to your guest.



Then you should discuss how the interview will go.



Tell him or her that it will be a friendly and relaxed conversation.



Remember to thank your guest for his or her valuable time and contributions.



Tell your guest that if at any point he will feel uncomfortable during the interview,

he has just to tell you and you will pass to another question.



4 How the host should prepare for the interview

To prepare the interview, you have to:

- **Research information about your guest:**

You have to get to know him or her as much as possible.

Look for information about his or her background, results and past interviews.

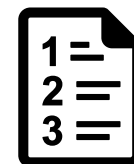


- **Write down questions** that invite your guest to go deep into his or her experience.

Your questions should invite the guest to long and detailed answers and to tell personal stories.



- **Order the questions** so that the interview will be more interesting for the listener



- **Balance challenging and friendly questions.**

You have to create a comfortable atmosphere while trying to lead the conversation into deeper topics.

- **Prepare some more questions than needed.**



- **Remember to stick to the times agreed.**

If you are inviting the guest for two hours, you have to be sure that you managed to do everything within that time.



5 Conducting the interview

You can start the interview with a warm welcome to your guest.



Fully **introduce your guests** by name and the role they play in your podcast.



For example explain, why you invited him or her, and why he or she is important for the topic of your programme.

Give contact details or social media details about your guest if appropriate.



You have to **thank the guest** for his or her participation.



The interview should last from around **7 to 10 minutes**.



The interview should have the form of a respectful conversation.

During the interview,

you have to **allow the guest to express**

his point of view, even if it is different from yours.

Different opinions enrich the discussions in your show.

You have to pay attention to the full

message your guest is sharing with you.

You have to pay attention also to the

emotions and gestures of your guest.

Avoid interruptions.

Give your guest enough space and

time to express themselves freely.



Show genuine interest in the guest experiences.

Use follow-up questions.

Follow-up questions are questions asked to go deeper in what has been just said.

If you ask a **follow-up question**, your guest will understand that you are listening to him.

The follow-up questions help the guest to fully express his or her thoughts.

With follow-up questions you can make a more meaningful conversation.

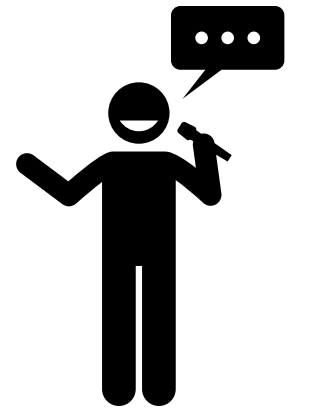


Remember that silence can be impactful during the interviews.

Embrace pauses and give your guest time for deeper reflections.

Be prepared for surprises: your guest might introduce unexpected topics or stories.

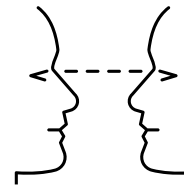
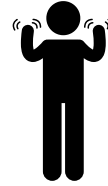
Allow the conversation to flow naturally but try to keep the conversation focused on your episode topic.



6 Body language and tone of voice

Tips on the use of your body language and tone of voice during your interviews:

- **Maintain eye contact:** it communicates that you are interested in what your guest is saying and you are listening to him or her.
- **Smile:** it creates a good atmosphere.
- **Nod:** it communicates that you are listening at your guest.
- **Speak with enthusiasm,** with a warm tone: it will make your guest feel comfortable.



7 After the interview

- First, **thank your guest** for his or her time and contribution.
- Tell your guest when the episode will be published.
- You may ask your guest to **share the episode** on his or her social media and networks.
- Ask your guest for their thoughts on the interview. It will allow you to make better in the future.
- Try to build **lasting relationships** with guests for potential future collaborations.



6. Tips for social media presence and engagement

Let us talk about how to promote your podcast and to reach more listeners.



All Inclusive
The Podcast for everyone



6. Tips for social media presence and engagement

6.1 Target audience

The target audience is the type of people you want to hear at your podcast.

It is important that you have a clear idea about who your audience is and about what their interests are.



To have more information, **you can create a survey.**

It means that you can interview some representatives of your target audience and ask them questions.



For example you can ask about the topics they would be interested in hearing or about their favourite length for a podcast.



6. Tips for social media presence and engagement

6.2 Brand identity

It is important that your podcast is easily recognised by your listeners on social media, websites and other tools for advertisement.

To obtain this result, you have to build your project **brand identity**.

It means that you have to design a unique logo, choosing specific colors, and selecting imagery that represents your brand's character.



You have to think of your podcast as a person, with its character.

You have to decide on several elements.

Those elements all together will represent your podcast brand identity.



Name

When you choose the name of your podcast, you should think about something that is easy to remember and to say, such as "Voices for All" or "Fresh Air".

Your brand name should be simple to be understood by all, short and specific.

Once you have your name, it is time to think about your podcast logo.

Logo

A logo is a combination of words, images, shapes, symbols and colors to identify and represent a brand.

Some examples of famous logos are:

Coca-cola, IKEA, Apple, LG.

Colours

Colours communicate feelings.

Some suggestions about the choice of the colours of your logo elements:

- **Red** communicates love and power.
- **Orange** communicates trust, energy, and playfulness.
- **Yellow** communicates happiness, hopefulness, and fun.
- **Green** communicates peace, nature, harmony.
- **Blue** communicates tranquility, calm, intelligence and trust.



- **Purple** is royalty, wisdom, compassion and creativity.
- **Pink** is innovative, creative and childish/feminine.
- **Black** is power, modern and strong.
- **Gray** is neutral, calm and professional.
- **Brown** is natural, stable, friendly and comfortable.
- **White** is sophisticated, elegant and impactful.

Choose colors connected with the character
you want to give to your brand.

You should use maximum 2 or 3 colors.

The use of images and letters in a logo

The images allow faster communication than words.

A logo can have an image connected with the features of your podcast or it can be something abstract.

Typography is the font style used in your logo text.

Letters can be arranged differently, laid on top of one another, flipped around or positioned in many creative ways to create an impactful logo design.



You should use maximum 2 or 3 fonts.



Characteristics of a good logo

A good logo is unique, easy to understand and remember.

A good logo can be used in a variety of mediums (like social media, t-shirts) and sizes.

It looks good in both black and white and color.

A good logo is representative of your podcast brand personality.

A good logo is appreciated by the audience.



Communication Tone

- **Clear, friendly, and respectful tone:**

Write and speak in a language that is understandable to a wide audience.

Focus on positive messages and inspiration.

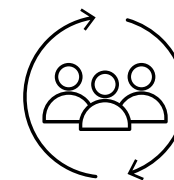


- **Inclusive language:**

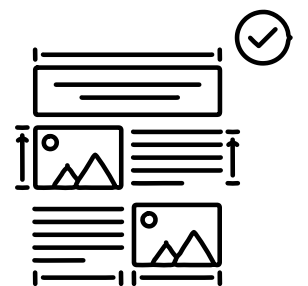
Avoid terms that may be stigmatizing or unclear.

Use expressions that promote equality.

For example it is better to say "people with disabilities" instead of "the disabled".



You can create a brand guide defining the use of the logo, colors, fonts and communication tone.



6. Tips for social media presence and engagement

6.3 Social media platforms

You can use social media to engage with your audience, to share updates, and to respond to feedback.

Below you can find a list of the main social media and the type of content is better to share on each of them.

Facebook



On facebook you can create a **page or a group**.

You can use facebook to **share episodes** with engaging descriptions and listening links.

You can use facebook to involve the community with discussion posts and questions related to the episode topics.



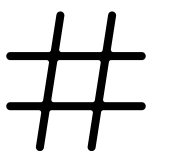
Instagram



You can post nice looking **infographics** highlighting key points of the episode.

You can use Stories to announce new episodes and polls to engage followers.

Remember to use specific **hashtags** for your podcast.



LinkedIn



On LinkedIn you can share podcasts as **professional content**.

You can Tag relevant organizations and experts.

YouTube



On YouTube you can publish episodes with subtitles as **video podcasts**.

You can create short clips featuring the most interesting parts of the episodes.

TikTok



On Tik Tok you can create **short videos** showcasing key ideas or a humorous take on the topics.

You can share behind-the-scenes moments from podcast production.



6. Tips for social media presence and engagement

6.4 Engaging contents



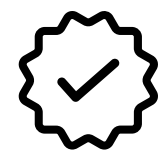
You should try to create content able to create an emotional connection with your listeners.



You can do that by using storytelling and sharing interesting things that happened during the podcast episode or preparation.

When you create contents for advertisement:

- you should concentrate on what makes your podcast different from the others.
- you should meet the needs and interests of your target audience.



- you should ensure that your content is accessible to everyone.



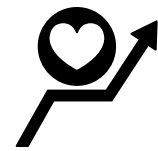
- you should ensure that your audio, video and visual content is high-quality.



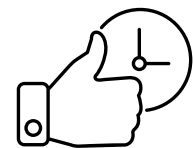
Consistency and variety content

Consistency

Consistency across all marketing materials, from social media to your website, is essential to build trust and recognition of your podcast.



Consistency means that you should use the same style for visuals and contents in all the platforms where you are sharing about your project.

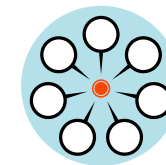


For example, you could share content at the same time every week.



Variety

You should produce **various content formats** such as podcasts, videos, articles, or infographics.



An **infographic** is the representation of information through images and text.

6. Tips for social media presence and engagement

6.5 Listeners engagement

Building a strong connection with your audience is very important for the success of your podcast.



You can adopt some strategies to involve your listeners more deeply.

Active Engagement

You can:

- answer the listeners comments and messages on social media.
- ask for their opinions and experiences.
- Provide listeners with regular **newsletters**.

A newsletter is an email featuring updates, interesting facts, and content summaries.



- organize **Questions and Answer sessions**.

Listeners can send you their questions via email, social media, or voice messages.

You can answer the questions during special episodes.

If your podcast is in live streaming,

you can host live discussions on social media

where listeners can ask questions or share opinions.

Or you can invite **podcast guests** to answer questions in real time.

This way you show your listeners that you care about them.



Involvement in content creation

- Organize polls where the listeners can propose the topic for the next episode.
- Encourage listeners to **share their own stories** or experiences to be included in the podcast.

In this way your listeners can participate in the creation of contents and they will feel heard.



Listeners Shoutouts

You can **thank your loyal and active listeners** mentioning them during episodes or offering access to bonus episodes, interviews, or materials.



Collaborate with Influencers



Influencers are very popular people on social media.

You can invite influencers as guests during your podcast.

You can invite influencers to promote your episodes with their followers.

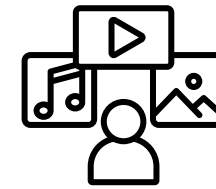
Both these things can help you to reach more people.

Community Activities

You can organize:

- **Contests and challenges**

A challenge can be for example to design the best podcast logo, slogan, or creative video on a given topic.



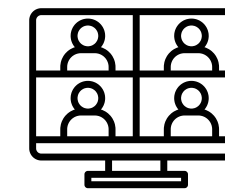
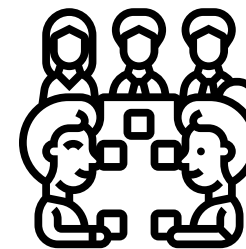
You can reward the winner with a mention in the podcast, small gifts, or exclusive content access.



- **Meetups and Events**

A meetup is an occasion when people meet in person or online.

They can be **workshops or webinars** where to discuss podcast topics in live.



7. Evaluating content impact



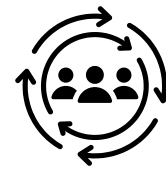
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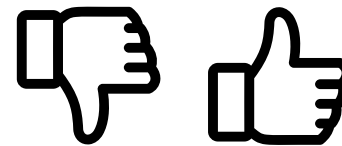
7. Evaluating content impact

Let us learn about how to evaluate the results and the effects of your contents.

It is very important to collect **quantitative information**, for example the number of people who listened to your episode.



It is also very important to collect **qualitative information**, for example what the listeners think about your podcast.



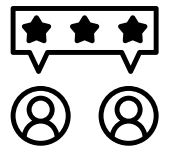
Listeners' feedback

To collect the listeners feedback on your podcast you can:

- Regularly create short questionnaires for listeners to gather opinions on content, quality, and topics.
- Read the discussions between the listeners in the post comments and groups related to the podcast.



- Collect feedback on platforms like Spotify, Apple Podcasts, or Google Podcasts. Higher ratings reflect a stronger impact.



- Check if listeners have taken specific actions inspired by your contents.

If your podcast inspires the sharing of personal stories or actions taken by the listeners, you are doing a great job.



Social Impact

If you want to check if your podcast is having an effect on the society you can:

- Check if more people engage in conversations about your podcast topics on your platforms.
- Counting the number of partnerships with associations, experts, or communities connected with your podcasts values.



7. Evaluating content impact

7.1 Analytics

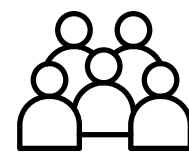
It is very important to keep track of some data so to be able to eventually correct your strategies.



On the platform where you publish your episodes

You can collect informations about:

The total number of listens per episode and you can check if, from episode to episode it grows or declines.



The geographical areas where the podcast is most popular and adapt content to the specific needs of those regions.



How long your audience listen to your episodes:

Do they listen to it entirely?

Or when do they usually stop listening?



On your podcast social media channels

You can monitor the number of comments, likes, shares, and reactions to posts related to the podcast.



On podcasting and social media platforms

You can count the number of your followers and track the growth of your audience.



You should compare the data collected in different periods of time.



For example you can collect data at the end of each month. Then, every three months, for example, you can compare those data.

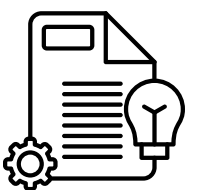
In this way you can see if the listeners become more or less, if they interacted more or less on social media for example.



You can also take note of the episodes or topics with more listeners and interactions on social media.

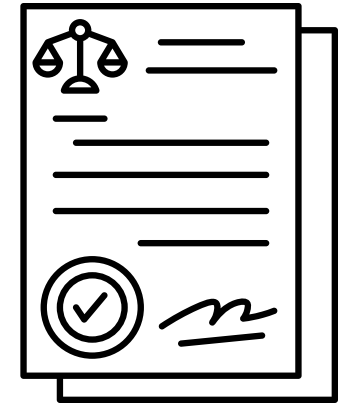
This is called **trend analysis**.

You should use the results of the trend analysis and the results of the user feedback to improve and plan future content.



You can test new formats, topics, or ways to engage the audience and evaluate their success.

8. Legal issues in podcast production



All Inclusive
The Podcast for everyone



8. Legal issues in podcast production

The podcast is a type of communication media.

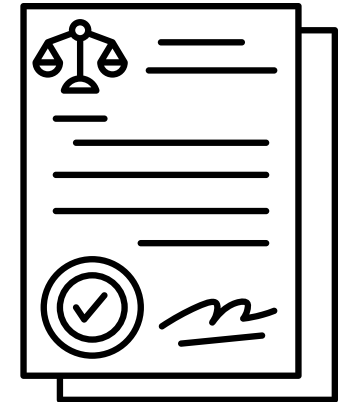
Other types of media are internet, television, radio or newspaper and magazines.

Any communication media that is accessible to the public has to respect some laws.



The laws related to media are called **media laws**.

Media law ensures a balance between safeguarding freedom of expression and correct practices.



8. Legal issues in podcast production

8.1 Types of legal issues

Media law regulates things like content standards, licensing requirements and intellectual property rights.

If you infringe one of these regulations, you commit a crime.

You may be asked to delete your content from the platform.

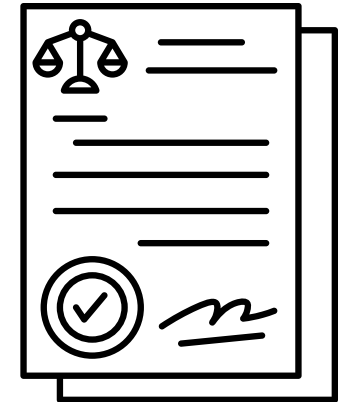
You may be asked to pay a fee.



Legal issues come from the use of any material created

by other people that you may include on your podcast such as:

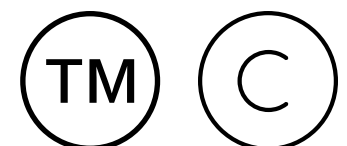
- Interviewing people or reusing content without the proper consents in place.
- A logo you use to sell or advertise your podcast.



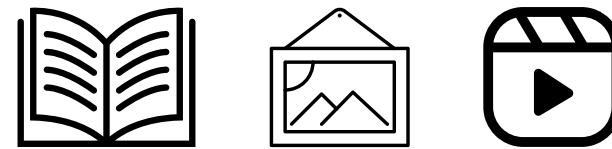
- A song that you use in your podcast's intro.
- A poem that you read aloud (without being the author).

In all these cases you could face **licensing issues**, because the intellectual and art work created by people may be protected by copyrights and trademarks.

Trademark and copyright are both forms of intellectual property.



Copyright protects literary and artistic materials and works, such as books and videos.



It is automatically generated with the works creation.

A **trademark** protects things that help define a company brand, such as a logo or slogan.

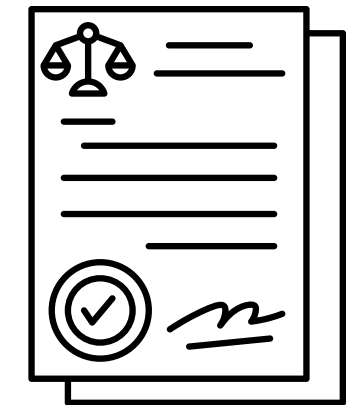


The trademark needs a proper registration.

Your contents (podcast, post, article) may be removed from the internet also because of **Free speech issues**.



It may happen if the contents are considered offensive because they are related to sex or because they say bad things about a person or a group.



Your contents (podcast, post, article)

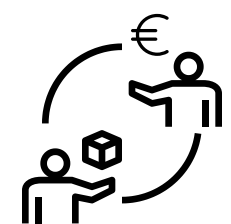
may be removed from the internet

or you may be asked to pay fees

even if you use somebody's name, image,

likeness, voice or appearances in a video

for selling products.



This is called infringement of publicity rights.



8. Legal issues in podcast production

8.2 Tips to avoid legal issues

Let us see what you can do to be sure that your contents are done respecting the media laws.

About Intros/Outros

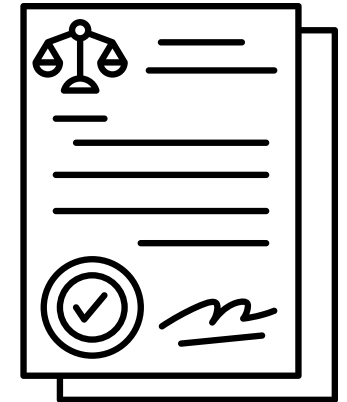
The **Intro** is the introduction of your podcast.

Outro is the conclusion of your podcast.

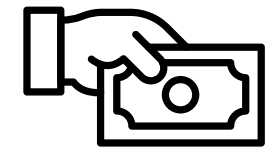
Intro and outro are a combination of music and speech and they can also have images.



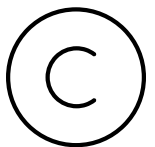
You will need the artist's consent for any music that you use.



You need to pay a tax to be allowed to use music covered by copyrights.



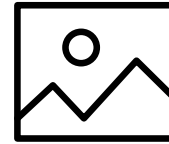
Music by famous artists is always covered by copyrights.



There are some websites where you can find **free music for your podcast**, for example [Creative Commons Search](#) or [Freesound.org](#).

About images, graphics or photos

You may want to use images, graphics or photos in your podcast or for its marketing on social media.



You can create any graphic content using **free websites** as [Canva](#).

You can download **free or low-cost photos and images** on the website [Pixabay](#).

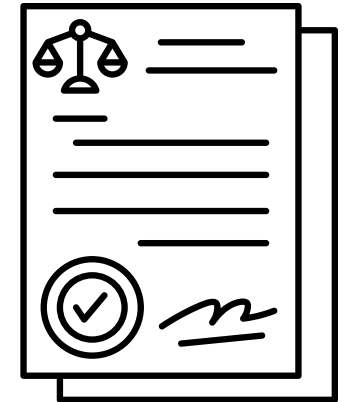
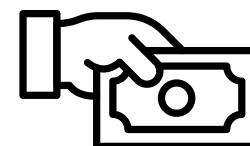
You can get **low cost ready graphics** on the website [Creative Market](#).

About music

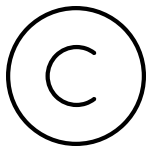
If you want to use even a small sample of any recorded music you will need to buy a license for that.



It means that you have to pay a tax for the use of that music.



Each country has its own Copyright Protection Society that you can contact to pay for the licence.



There are some websites where you can find **royalty-free music**.

Royalty-free music means music that you are free to use without paying anything.

A website where you can look for royalty-free music is [Mixkit](#).

Ask for permission

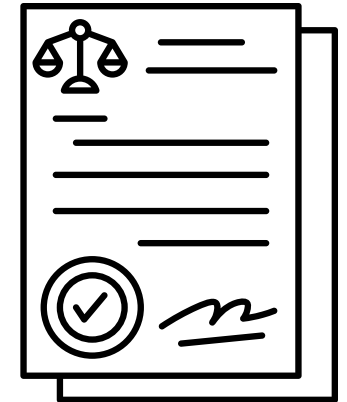
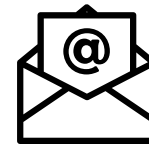
Always ask a creator for permission to use their work.

You can write an email to the person who created the text or the image or the music.

You have to explain how you want to use their work.

The best thing is to write an agreement.

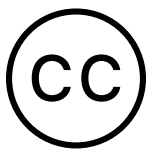
You have to ask the creator to sign the agreement and you have to sign it yourself.



Permission is NOT required to use the following:

- Works that are in the public domain.
- A fact, idea, theory, slogan, title or short phrase.
- Use of Creative Commons licensed content.

Creative Commons contents have this symbol



- Displaying a work of art to critique it.
- Quoting a few lines from a song while doing a music review.

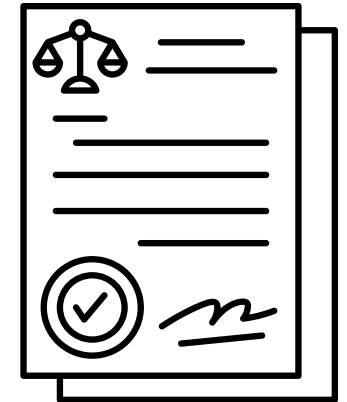
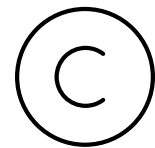
Use original content

Your content is original if it is your own expression of an idea.

If you create an artistic work as a podcast,
you automatically have copyright protection
because you are the author.

You can include a copyright notice on your work.

The copyright notice can be the “all rights reserved” text,
or the © symbol, together with the year the work was created.



Written permission to avoid publicity rights infringement

You will need to get the person’s permission
whenever you have someone making an
appearance on your podcast.

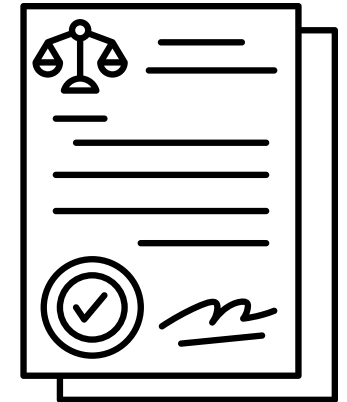
That person has to sign a written permission.



Here is an example of the form for the written permission:

“I, _____, hereby grant [Podcast Entity], its successors, and assign a worldwide, irrevocable, unconditional, royalty-free right and license (with full rights to sublicense through multiple tiers) to:

1. use my picture, voice (including all written or verbal statements), appearance, likeness, actions, statements, performance, and biographical information (collectively referred to as my “Publicity Rights” for the purposes of this agreement), and
2. copy, distribute, perform, display, modify, and generally exploit my Publicity Rights, including without limitation to advertise, promote, or market all or portions of the Podcast and related programs and courses (e.g., compilations, mini-series, or best-of).



This license is perpetual and applies worldwide.

I acknowledge that I have read, understood, and agree to the terms set forth above.”

Signature

Check registered trademarks

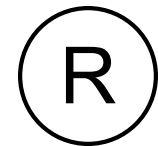
Make sure the name you use for your podcast is not already registered in the media space.



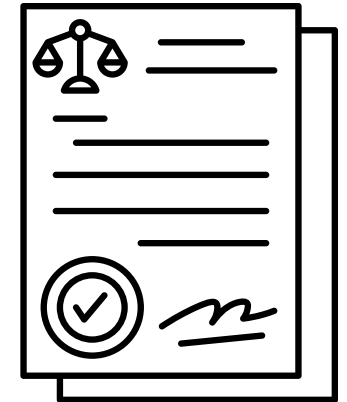
Check also if your logo is already registered.



You can register your mark and use the ® symbol.



This is the way the rest of the people will know that your trademark is registered.



You can register your trademark in your country in the **Intellectual Property Office** of your nation.



You can find the different national offices [here](#).

You can also register your trademark in Europe by contacting the [EUIPO](#).



9. Main features of a barrier free podcast

Barrier free podcast means a podcast that is accessible for everyone



All Inclusive
The Podcast for everyone

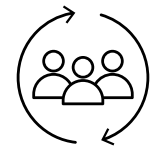


9. Main features of a barrier free podcast

9.1 Key features of a barrier free podcast

Inclusivity

A barrier free podcast presents different points of view and different experiences.



A barrier free podcast celebrates differences.

A barrier free podcast promotes mutual respect and understanding.



You can invite guests from marginalized groups to give them an opportunity of expression.



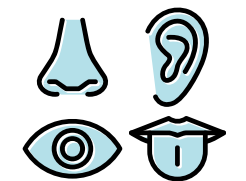
Accessibility

The content needs to be accessible to everyone, regardless of their physical, sensory, or cognitive abilities.

The **physical abilities** are the abilities needed to perform actions.



The **sensory abilities** are the abilities needed to listen, see, taste, touch, smell.



The **cognitive abilities** are the abilities needed to understand the world, make decisions and adapt to new situations.



To make your podcast accessible you can:

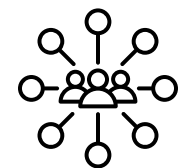
- Provide subtitles, transcripts and audio descriptions for every episode.
- Use accessible design on websites and social media.
- Use an easy to read and to understand language.

Wide range of topics

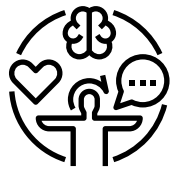
The series can focus on issues related to accessibility, inspirational stories, and raising awareness about inclusion.

Community engagement

Create an active dialogue with listeners through questions, contests, or sharing their stories.



Educational approach



The podcast should spread information that raises awareness about accessibility and equality in society.

Positive tone

The podcast should focus on motivation, problem-solving, and building connections among people.

The goal is to create a platform that breaks barriers and connects a diverse community.



9. Main features of a barrier free podcast

9.2 Easy to understand language

You have to use the easy to read and to understand language both in your podcast and in its social media channels and web-site.

If you use the easy to read and to understand language your podcast can be understood by people with low literacy skills.



People with low literacy skills are people with a mental disability or people with a different mother language or people with low education.

How to create easy to read and to understand information?

The main rule is simplicity.



About the choice of WORDS

- **Use simple words.**

If you need to use difficult words, you have to explain them clearly.

- Use examples.

- Use the same word to describe the same thing.

- Use concrete words and ideas:

the words have to be used with their real meaning.



- Use only words from your language.
- Use spelled out words: as soon as possible instead of ASAP.
- Percentages (63%) and big numbers (1,758,625) are hard to understand.

When you compose SENTENCES

- Use short and simple sentences.
- Speak to people directly.
- Use positive sentences rather than negative ones.

Use words like “you” to do this.

For example you should say:

“Walk where it is dry” instead of “Do not walk on the wet”



- Use active language rather than passive language.

For example you should say:

“The doctor writes the prescription” instead of

“The prescription is written by the doctor”

When you compose a speech or a text

Group all information about the same topic together.

It is OK to repeat important information.

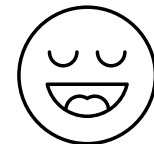
It is OK to explain difficult words more than once.

When you speak

- Speak slowly, word by word.
- Make a pause after each sentence.
- Use these pauses to think of the next sentence.

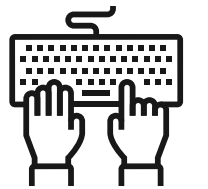
It will help you to say it in a more clear way.

- Use a normal tone of voice.
- Keep your hands away from your mouth.
- Try to be relaxed and slow down your pace in general.
- You can ask a question to your listener to see if he or she is understanding what you are saying.



If you are not used to speaking in an easy to understand way, you will need a bit of exercise.

When you write



- Use sans serif fonts because they are easier to read.
For example you can use Arial or Thoma.
- Keep the same font for the whole text.
- Select at least 14 as character size.
- Underlining can make the text harder to read.

- Writing in colour can make the text harder to read.
- Avoid special characters like % & £ ° # § ç
- Avoid all abbreviations like UE or etc.
- Always start a new sentence on a new line.
- When a sentence is long, you can split it in two lines as they are two sentences.

For example:

The way this sentence is cut

is easy to read.
- Align the text to the left.
- Do not give people more information than they need to understand your point.



Here you can find the complete European guidelines about the easy to read and to understand language:

https://www.inclusion-europe.eu/wp-content/uploads/2017/06/EN_Information_for_all.pdf



9. Main features of a barrier free podcast

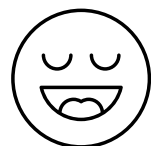
9.3 How to prepare the guests to speak in easy to understand language

If you invite guests to speak during your barrier free podcast,
They should speak an easy to understand language too.

Preparation

When you contact a guest,
you have to explain that he or she will participate to
a **barrier free podcast**, so it is important that everybody
can easily understand what he or she will say.

Tell the guest not to be afraid.



When you meet before the recording
you will **give the guest some tips** to make
his or her speech easier to understand.

The guest can listen to one of your episodes
to have an example
and you can practice together.

You can give or send by email the first part of this module,
so that the guest can be more prepared.



During the recording or streaming

If, during the podcast recording,



You notice that your guest is saying a difficult word

You, as the podcast host, can invite the guest to explain its meaning.

You could say something like:



You are talking about empathy,

can you explain what is it exactly?

If you guest said a phrase that sounds complicated,



You can rephrase it in a simpler way.

You could say something like:

“You are saying that ...”



If your podcast is recorded,

you can even ask your guest to say his or her

idea in an easier way.

Then you will need to do some cutting on the video.



9. Main features of a barrier free podcast

9.4 Easy to read and understand graphic layout

In a barrier free podcast,

everything has to be easy to understand,

even its logo, the social media visuals and

eventual graphic contents that you will use in the intro and outro.



Let us learn more about how to create easy to understand graphic layouts.

Logo

The design should be very simple.

The graphic elements should clearly represent

the idea that you want to communicate.



When you choose the logo colors, you have to check that they have high-contrast.



You can use this website for checking:

<https://webaim.org/resources/contrastchecker/>

Brand Color Palette

The colors that characterize your brand should ensure sufficient contrast to make content readable for people with visual impairments.



You can use the website link below for inspiration

<https://colorany.com/color-palettes/high-contrast-color-palettes-for-the-visually-impaired/>

Fonts and Typography



Choose simple and readable fonts without decorative elements.

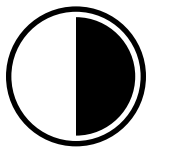
The most readable fonts are Arial and Tahoma and Sans serif.

Ensure a font size of at least 14

and double spacing among the lines in all visual materials.



Graphic layout



Use a simple design or layout, with a few elements.

Ensure **high-contrast** between background and text.

The best options are a clear background as white and dark text, as black or dark blue.

Or the opposite, a black or dark blue background and a light text as white.

The background has to be plain.

If you are using **photos**, they have to be clear.

The photos have to contain only the necessary elements.

You can add **pictograms** to the text,

to help people to understand your text.

You can put 1 or 2 **illustrations** next to a paragraph

to help to explain what the text is about.

Never use too many images.

Never use images for children

when you are writing for adults.



You can download **pictograms for free** from the website:

<https://arasaac.org/index.html>

9. Main features of a barrier free podcast

9.5 Easy to understand video and audio

Content Accessibility

You have to make your podcast accessible for people who cannot hear or for people who have difficulties in hearing.



You have to make your podcast accessible for people who have difficulties in seeing, hearing or understanding.



You can add **subtitles** to the video of your podcast.

You can add **text transcriptions** for your audio and video-podcast.

A text transcription is the written text of what is being said in your podcast episode and of what you can see in the video.



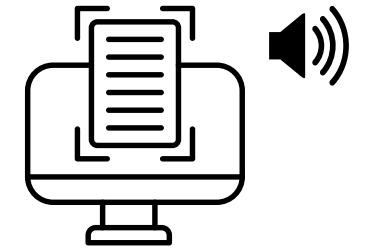
The text transcription can be read by the **screen readers**.

Screen readers are computer programmes used by people who are blind.

These programmes read aloud the text on the computer screen.

To produce easy to understand video information,

In video making you should **avoid confusing things**, like slow or fast motion or special effects for transitions.



Your video should be not longer than **20 or 30 minutes.**



If in some part of the video there is a **background voice,**

It should be slow and very clear.

A background voice is when you can hear

someone speaking but you cannot see this person

because they are showing you something else on the video.

A background voice should speak about things

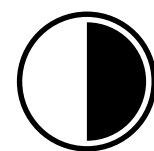
that people can see on the screen.

It can be helpful to present the person before

he or she starts talking in the background.

If you add subtitles, there must be a strong contrast

between subtitles and the background.



Subtitles should be in the same position on the screen throughout the whole video.

To make the speech in the video even clearer you could **make a document with all the text.**



This way, people can print it and read it before or after watching your video.

Here is an example of easy to understand video:

https://www.youtube.com/watch?v=sZCa2_sMKW4n

Conclusion

This handbook has been created as a result of an Erasmus+ project.

This Erasmus+ project is called All Inclusive.

The project All Inclusive is co-funded by the European Union.



The project All Inclusive is realized thanks to the collaboration among three associations:

- **Dobrovolnické Centrum, z.s.**

from Czech Republic

that is the coordinator of the project.



- **Gemeinsam leben und lernen in Europa e.V.**

from Germany.



- **Uniamoci APS** from Italy.



Handbook

How to produce a podcast

All Inclusive
The Podcast for everyone



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.